Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Presently amended) A method for presenting information to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to extract relevant characteristics about said audience;

analyzing said extracted characteristics; and

modifying said presented information based on said analysis, wherein said extracted characteristics evaluate the degree of attention the audience is paying to said presented information.

2.   (Original)   The method of claim 1, wherein said extracted characteristics include one or more demographic statistics.

3.   (Original)   The method of claim 1, wherein said extracted characteristics include the current size of the audience.

4.   (Original)   The method of claim 1, wherein said extracted characteristics evaluate how quickly said audience is changing over time.

5.   (Canceled)

6.   (Presently amended) A method for presenting information to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to extract demographic statistics about said audience;

evaluating the degree of attention a given demographic segment is paying to said presented information; and

selecting said presented information based on said ~~demographic statistics~~ evaluation.

7.   The method of claim 6, further comprising the step of evaluating how said demographics change over time.

8.   (Canceled)

9.   (Original)   The method of claim 6, wherein said demographics statistics evaluate said audience on the basis of at least one of age, race and gender.

10.   (Currently amended) A method for presenting information to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to determine how quickly said audience is changing over time; and

selecting a duration of said presented information based on said determination of how quickly said audience is changing.

11.   (Original)   The method of claim 10, further comprising the step of evaluating how quickly said audience is changing for a given demographic segment.

12.   (Original)   The method of claim 10, wherein information of a shorter duration is selected if a rate of change of said audience is below a predefined threshold.

13.   (Original)   The method of claim 10, wherein information of a longer duration is selected if a rate of change of said audience is above a predefined threshold.

14.   (Original)   A method for presenting information to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to evaluate a degree of attention said audience is paying to said presented information; and

adjusting a current selection of said presented information if said degree of attention meets predefined criteria.

15. (Original)   The method of claim 14, wherein said degree of attention is inferred on the basis of at least one of whether an individual is facing the display, changing body pose to face the display, changing body expressions, changing facial expression as the message is displayed, suddenly becoming silent, and starting to laugh/concentrate because of the content.

16. (Currently amended) A method for evaluating information presented to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to extract demographic statistics about said audience; and

generating a report indicating said demographic statistics of said audience, wherein said demographic statistics indicate an attention level of said audience for at least one demographic segment.

17. (Original)   The   method   of   claim   16,   wherein   said
demographic statistics indicate a size of said audience.

18. (Original)   The   method   of   claim   16,   wherein   said
demographic statistics indicate a size of said audience for at
least one demographic segment.

19. (Original)   The   method   of   claim   16,   wherein   said
demographic statistics indicate a rate of change of said audience
for at least one demographic segment.

20. (Canceled)

21. (Currently amended) A   method   for   evaluating   information
presented to an audience, said method comprising the steps of:

      processing at least one of an audio and video signal generated
by an audio/visual capture device focused on said audience to
extract relevant characteristics about said audience; and

      generating   a   report   indicating   said   extracted   relevant
characteristics   about   said   audience,   wherein   said   extracted
relevant   characteristics   indicate   an   attention   level   of   said
audience for at least one demographic segment.

22. (Original)   The method of claim 21, wherein said extracted relevant characteristics indicate a size of said audience.

23. (Original)   The method of claim 21, wherein said extracted relevant characteristics indicate a size of said audience for at least one demographic segment.

24. (Original)   The method of claim 21, wherein said extracted relevant characteristics indicate a rate of change of said audience for at least one demographic segment.

25. (Canceled)

26. (Original)   A method for evaluating information presented to an audience, said method comprising the steps of:

    processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to evaluate a degree of attention said audience is paying to said presented information; and

    generating a report evaluating said degree of attention said audience is paying to said presented information.

27. (Original)   The method of claim 26, further comprising the step of deriving a rate of change of said audience for at least one demographic segment.

28. (Original)   The method of claim 26, wherein said extracted relevant characteristics indicate an attention level of said audience based on at least one demographic segment.

29. (Currently amended) A system for presenting information to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to extract relevant characteristics about said audience including a degree of attention of said audience;

analyze said extracted characteristics; and

modify said presented information based on said analysis.

30. (Currently amended) A system for presenting information to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to extract demographic statistics about said audience and a degree of attention of said audience; and

select said presented information based on said demographic statistics and said degree of attention of said audience.

31. (Currently amended) A system for presenting information to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to determine how quickly said audience is changing over time and a degree of attention of said audience; and

select said presented information based on said determination of how quickly said audience is changing and said degree of attention of said audience.

32. (Original)   A system for presenting information to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to evaluate a degree of attention said audience is paying to said presented information; and

adjust a current selection of said presented information if said degree of attention meets predefined criteria.

33. (Currently amended) A system for evaluating information presented to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to extract demographic statistics about said audience and a degree of attention of said audience; and

generate a report indicating said demographic statistics of said audience and said degree of attention of said audience.

34. (Currently amended) A system for evaluating information presented to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to extract relevant characteristics about said audience including a degree of attention of said audience; and

generate a report indicating said extracted relevant characteristics about said audience.

35. (Original) A system for evaluating information presented to an audience, comprising:

an audio/visual capture device focused on said audience;

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

process at least one of an audio and video signal generated by said audio/visual capture device to evaluate a degree of attention said audience is paying to said presented information; and

generate a report evaluating said degree of attention said audience is paying to said presented information.